IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (Currently Amended): A content information processing apparatus characterized by comprising:

first storage means for storing first content information of each content to be provided to screened for a user at a real place and content supplier information of each a content supplier, who provides that supplies the content, such that the information is associated with the other information for screening at the real place;

viewing information processing means for specifying second content information of a the content distributed to a terminal of the user via a network, the terminal configured to allow the user to view the content;

viewing history storage means for storing viewing historical history information including at least the specified second content information of the content distributed to the terminal of the user; and

incentive means for extracting the second content information of the content viewed by distributed to the terminal of the user from the viewing historical history information, specifying that the content supplier is associated with the extracted second content information of the content distributed to the terminal of the user with reference to the first storage means, and giving a predetermined incentive to the specified content supplier in accordance with the description of the content distributed to the user and the number of contents calculating a payment to the content supplier that supplies the content for screening at the real place based on the viewing history information including the second content information of the content distributed to the terminal of the user and the first content information of the content to be screened for the user at the real place.

Claim 2 (Currently Amended): The content information processing apparatus

according to Claim 1, further comprising distribution means for distributing ~~a~~ the content to

the terminal of ~~each~~ the user.

Claim 3 (Currently Amended): The content information processing apparatus

according to Claim 1, ~~wherein the apparatus is connectable~~ further comprising a network

interface configured to connect via a communication network to a content distribution

terminal for distributing ~~a~~ the content to ~~each~~ the terminal of the user over ~~a~~ the

communication network, and the viewing information processing means ~~obtains~~ receives the

viewing ~~historical~~ history information of ~~a~~ the content ~~distributed~~ from the terminal of ~~the~~

~~content distributor to~~ the user.

Claim 4 (Currently Amended): The content information processing apparatus

according to Claim 1, further comprising:

second storage means for storing ~~at least~~ identification information ~~of each~~ regarding

the user and user assigned-area information indicating an area ~~which~~ associated with the user

~~belongs to, wherein;~~

the first storage means further stores supplier assigned-area information indicating an

area ~~which each~~ associated with the content supplier ~~belongs to,~~ that supplies the content for

screening; and

the incentive means ~~specifies area information of a user, to which the content is~~

~~distributed, with reference to the second storage means, specifies the content supplier~~

~~belonging to the specified area with reference to the first storage means, and gives an~~

~~incentive to the specified content supplier for the content distributed to the user~~ calculates the

payment to the content supplier that supplies the content for screening based on the stored user assigned-area information and the stored supplier assigned-area information.

Claim 5 (Currently Amended): The content information processing apparatus according to Claim 1, further comprising:

registration means for accepting registration of a user assigned-area information indicating an area, to which a viewer belongs, associated with the user to store the user assigned-area information in the second storage means.

Claim 6 (Currently Amended): The content information processing apparatus according to Claim 1, wherein

the viewing information processing means provides the viewing historical history information to each the content supplier.

Claim 7 (Currently Amended): The content information processing apparatus according to Claim 1, wherein

with reference to the first storage means, the viewing information processing means provides each the terminal of the user with the information pieces of the regarding a plurality of content suppliers registered in association with the content viewed by distributed to the terminal of the user and accepts the content supplier information of the content supplier as a desired content supplier selected from among the plurality of content suppliers by the user, and

the incentive means gives, as an incentive, the payment to the desired content supplier accepted from the user.

Claim 8 (Currently Amended): The content information processing apparatus according to Claim 7, wherein

the first storage means further stores advertising information of each ~~of~~ the plurality of content ~~supplier~~ suppliers, and

when providing ~~each~~ the terminal of the user with the information ~~pieces of~~ regarding the plurality of content suppliers, the viewing information processing means provides the user with the advertising information ~~pieces~~ of the content suppliers stored in the first storage means.

Claim 9 (Currently Amended): The content information processing apparatus according to Claim 1, further comprising:

user information storage means for ~~relating each~~ storing a relationship of the user to ~~a~~ the content supplier ~~to store the relationship therebetween, wherein~~; and

the incentive means ~~gives an incentive for the content viewed by the user~~ calculates the payment to the ~~related content supplier with reference to~~ content supplier based on the stored relationship of the user to the content supplier in the user information storage means.

Claim 10 (Currently Amended): The content information processing apparatus according to Claim 1, wherein

the incentive means collects a charge from ~~each~~ the user having the terminal that ~~who~~ has received the distribution of the content and gives ~~an~~ the calculated payment ~~allocation,~~ calculated from the collected charge at a predetermined rate, as an incentive to the content supplier.

Claim 11 (Currently Amended): The content information processing apparatus according to Claim 1, wherein

the content includes a video content to be screened at ~~a~~ the real place ~~theater, and~~;

the content supplier includes an operator of a theater ~~and/or~~ or a video content distributor; and

the real place includes the theater.

Claim 12 (Currently Amended): A content information processing system including a distribution apparatus for distributing a content to a terminal of ~~the~~ a user via a network and a server for processing information related to ~~each~~ the content distributed by the distribution apparatus, the server comprising ~~characterized in that the server comprises~~:

~~viewing information processing means for specifying information of a content distributed from the distribution apparatus to the terminal of the user;~~

first storage means for storing first content information of ~~each~~ the content to be screened for ~~provided to a~~ the user at a real place and content supplier information of ~~each~~ a content supplier, ~~who provides~~ that supplies the content for screening at the real place, ~~such that the information is associated with the other information~~;

viewing information processing means for specifying second content information of the content distributed from the distribution apparatus to the terminal of the user, the terminal configured to allow the user to view the content;

viewing history storage means for storing viewing ~~historical~~ history information including at least the ~~specified~~ second content information of the content distributed to the terminal of the user; and

incentive means for extracting the second content information of the content ~~viewed by~~ distributed to the terminal of the user from the viewing ~~historical~~ history information,

specifying ~~that~~ the content supplier ~~is~~ associated with the extracted <u>second</u> content

information of the content distributed to the terminal of the user ~~with reference to the first~~

~~storage means,~~ and ~~giving a predetermined incentive to the specified content supplier in~~

~~accordance with the description of the content distributed to the user and the number of~~

~~contents~~ <u>calculating a payment to the content supplier that supplies the content for screening</u>

<u>at the real place based on the viewing history information including the second content</u>

<u>information of the content distributed to the terminal of the user and the first content</u>

<u>information of the content to be screened for the user at the real place</u>.

     Claim 13 (Currently Amended): A content information processing method executed

by a computer, ~~characterized in that the computer performs the steps of~~ <u>the method</u>

<u>comprising</u>:

     storing <u>first content</u> information of ~~each~~ content to be ~~provided to~~ <u>screened for</u> a user

at a real place and <u>content supplier</u> information of ~~each~~ <u>a</u> content supplier~~, who provides~~ <u>that</u>

<u>supplies</u> the content~~, such that the information is associated with the other information~~ <u>for</u>

<u>screening at the real place</u>;

     specifying <u>second content</u> information of ~~a~~ <u>the</u> content distributed to a terminal of the

user via a network<u>, the terminal configured to allow the user to view the content</u>;

     storing viewing ~~historical~~ <u>history</u> information including at least the ~~specified~~ <u>second</u>

<u>content</u> information of the content distributed to the <u>terminal of the</u> user; ~~and~~

     extracting the <u>second content</u> information of the content ~~viewed by~~ <u>distributed to</u> the

<u>terminal of the</u> user from the viewing ~~historical~~ <u>history</u> information~~,~~;

     specifying ~~that~~ the content supplier <u>is</u> associated with the extracted <u>second</u> content

information of the content distributed to the terminal of the user ~~with reference to the first~~

~~storage means, and giving a predetermined incentive to the specified content supplier in~~

7

accordance with the description of the content distributed to the user and the number of contents; and

calculating, by the computer, a payment to the content supplier that supplies the content for screening at the real place based on the viewing history information including the second content information of the content distributed to the terminal of the user and the first content information of the content to be screened for the user at the real place.

Claim 14 (Canceled).

Claim 15 (Currently Amended): A computer-readable recording medium including computer executable instructions, wherein the instructions, when executed by a computer, cause the computer storing a computer program which allows a computer to perform the steps of a method comprising:

storing first content information of each content to be provided to screened for a user at a real place and content supplier information of each a content supplier, who provides that supplies the content, such that the information is associated with the other information for screening at the real place;

specifying second content information of a the content distributed to a terminal of the user via a network, the terminal configured to allow the user to view the content;

storing viewing historical history information including at least the specified second content information of the content distributed to the terminal of the user; [[and]]

extracting the second content information of the content viewed by distributed to the terminal of the user from the viewing historical history information;

specifying that the content supplier is associated with the extracted second content information of the content distributed to the terminal of the user with reference to the first

~~storage means, and giving a predetermined incentive to the specified content supplier in~~

~~accordance with the description of the content distributed to the user and the number of~~

~~contents;~~ and

calculating a payment to the content supplier that supplies the content for screening at the real place based on the viewing history information including the second content information of the content distributed to the terminal of the user and the first content viewing history information of the content to be screened for the use at the real place.

Claim 16 (New): A content information processing apparatus comprising:

a first storage device configured to store first content information regarding content to be screened for a user at a real place, and content supplier information regarding a content supplier that supplies the content for screening at the real place;

a viewing information processor unit configured to specify second content information of the content distributed to a terminal of the user via a network, the terminal configured to allow the user to view the content;

a viewing history storage device configured to store viewing history information including at least the second content information of the content distributed to the terminal of the user; and

an incentive processing unit configured to extract the second content information of the content distributed to the terminal of the user from the viewing history information, specify that the content supplier is associated with the extracted second content information, and calculate a payment to the content supplier that supplies the content for screening based on the viewing history information including the second content information regarding the content distributed to the terminal of the user and the first content information of the content to be screened for the user at the real place.

Claim 17 (New): The content information processing apparatus according to Claim 1, wherein

the viewing history information includes a number of times the user views the content using the terminal of the user, and

the incentive means calculates the payment to the content supplier based on the viewing history information including the number of times the user views the content using the terminal of the user.

Claim 18 (New): The content information processing apparatus according to Claim 1, further comprising:

second incentive means for calculating a second payment to another content supplier that supplies the content to be screened at a second real place.

Claim 19 (New): The content information processing apparatus according to Claim 18, wherein the second incentive means calculates the payment to the another content supplier based on attendance at the real place, attendance at the second real place, and a number of screening days.